

**Central Hollywood Coalition  
Sunset & Vine BID Board Meeting**

**MINUTES**

March 17, 2015, 4:00 – 6:00 p.m.  
Sunset Media Center  
6255 W. Sunset Blvd., Suite 915

**ANNUAL MEETING**

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Fabio Conti, Vice President, Fabiolus Cucina  
Arthur Stroyman, Secretary, Kilroy Realty Corporation  
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA  
David Calabrese – CIM  
Charles Eberly, The Eberly Company  
Brian Folb, Paramount Contractors  
Chase Gordon, Avison Young  
Melissa Logan, Amoeba Music  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Michael Nourmand, Hollywood Athletic Club  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Fred Rosenthal, Ametron  
Joyce Williams-Maxwell, Emerson College

**Consultants**

Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Matthew Severson, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance  
Ginnie Gallo, Hollywood Property Owners Alliance

**Guests**

Bill Humphry, Hudson Media Properties  
Marie Rumsey from Central City Association  
Jessica Borsuk from Rodriguez Strategies

**I. Call to Order**

Carol Massie called the meeting to order at 4:25 p.m.

**II. Public Comment & Introductions**

- No public comment and introductions

### **III. Approval of Board Minutes**

February 10, 2015

**It was moved by Kitty Gordillo, seconded by Fred Rosenthal, and CARRIED to approve the minutes from the meeting on February 10, 2015 with and abstentions from Elizabeth McDonald and Michael Pogorzelski.**

### **IV. Nominating Committee Report**

- Board election of Bill Humphrey, General Manager, Hudson Media Properties to board to fill the term through February 2016 vacated by Elva Hernandez.

**It was moved by Elizabeth McDonald, seconded by Fabio Conti, and CARRIED to approve the nomination of Bill Humphrey to the CHC Board to replace the seat vacated by Elva Hernandez thru February 2016. Unanimously approved.**

### **V. Treasurer's Report – Kerry Morrison**

A. **Financial Statements:** Morrison walked the Board through the 2/28/15 financial statement. Expenses for February amounted to \$228,305 and new revenues are anticipated in March for the first installment of property assessment revenue.

**It was moved by Brian Folb, seconded by Charles Eberly, and CARRIED to approve the 2/28/15 financial statement. Unanimously approved.**

### **VI. COMMITTEE & PROGRAM REPORTS**

#### **A. Marketing and Communications – Devin Strecker and Joe Mariani**

1. **BIZNOW “The Future of Hollywood”** – Mariani reported that the event has been scheduled for April 29, 2015 at the W Hotel. Tickets can be purchased online for \$50. Kerry Morrison is scheduled to be the keynote speaker, with the event expected to draw 300 to 400 real estate professionals. HPOA is proposing a sponsorship in order to have a table at the event at a fee of \$3,000. The Hollywood BID has approved one-half of the expense (\$1,500). It is proposed that the Sunset BID approve payment for the second half of the sponsorship expense from the marketing budget.

**It was moved by Fabio Conti, seconded by Chase Gordon, and CARRIED to approve one-half of the sponsorship for BIZNOW “The Future of Hollywood” in the amount of \$1,500. Unanimously approved.**

2. **Music Festival Ad-Hoc Working Group** – Strecker noted that the next meeting will be on April 1, 2015. Discussion will include the event name, promotions, and additional details. The Board is invited to attend.

3. **Sunset & Vine Marketing Initiative** – A conference call was held to discuss marketing and communications goals for Sunset & Vine BID for 2015. Strecker explained that while SVBID currently gains some exposure through the HED Marketing Efforts, it is recommended that SVBID pursue their own PR contract with Haines & Co., HED's PR consultants, to further the brand recognition of SVBID and to promote the development and bright spots in the SVBID. Strecker will get an estimate from Haines & Co. to include pricing and options.

4. **Only In Hollywood Website** – Strecker reported that website use had consistently picked up. Sessions and users has also picked since the December count:

	Dec-Jan	Jan-Feb	Feb-March
Sessions:	4,742	5,228	6,164
Users:	3,665	4,084	4,954

The Facebook page had a big peak in mid-February with 7,744 page views, probably due to the Foodies Blogger Tour. On Twitter the top tweet was the Hollywood Talent Blogger Tour.

#### B. **Streetscape & Planning Committee – Matthew Severson**

1. **The “Hollywood on the Move” Mobility Summit** - The summit was held on February 11, 2015 and close to 100 attended, which included 13 stakeholders. DOT Head Seleta Reynolds, the Coro Fellows, and a panel of local citizens discussed the possibilities of a more pedestrian-friendly Hollywood. Board members who attended commented on the value of more pedestrian traffic on the streets and the value of the Coro Fellows presentation. Severson noted that the three (3) walking tours of BIDS in Highland Park, Santa Monica, and Pasadena scheduled at the summit were cancelled due to lagging participation from stakeholders.
2. **Walk of Fame Restoration project on Vine Street** – Severson reported that the Hollywood Historic Trust is restoring a portion of the Walk of Fame adjacent to Chase Bank, located on the east side of Vine Street, north of Sunset Boulevard. As a part of the project, five (5) Ficus trees will be removed and replaced with four (4) Jacarandas and (3) Mexican Fan Palms. The Trust has asked the BID to cover the costs of removing the Ficus.

**It was moved by Kitty Gordillo and CARRIED to approve the expenditure of \$7,500 from the 2004-2008 Special Projects fund for Ficus removal. Unanimously approved.**

3. **Streetscape Meeting** – The next meeting is scheduled for 3/26/15 at 9:30 a.m. in the HPOA office.
4. **Vandalized Trees** - The LAPD had identified a suspect and has enough evidence to file charges. The case has been turned over to the city attorney. This person lives in Hollywood.

#### C. **Security Committee – Kerry Morrison, Fred Rosenthal**

1. **State of Homelessness** – Morrison presented a slide presentation noting that since the 2010 Homeless Registry, approximately 400 have been housed and lives have been saved. But

today the numbers have increased. She presented some theories as to why this is occurring. There is more violence and the population is younger. The proposed parking meter collection sites have stalled due to lack of sponsors. Severson noted that new brochures are in the design phase, in four (4) languages, which will explain to visitors that they are not obligated nor should they give to panhandlers or costumed characters.

2. **Street Vending Ordinance** – Marie Rumsey from Central City Association and Jessica Borsuk from Rodriguez Strategies updated the Board for the opposition side of the pending ordinance. Those proposing the ordinance are well organized, while the opposition is just getting started. The ordinance contains no limit to the total number vendors in LA nor number of vendors permitted on each block. There is no timeframe noted in which they can operate. Tools for enforcement are not in place for what could be large influx of street vendors in LA. Petitions for those opposed to the ordinance were given to Board members. A canvas team is being put together to go door-to-door in the community to get additional signatures. When collected they will be given to Councilmember Mitch O'Farrell. Morrison presented a draft of an opposition letter from HPOA to the street vending program and suggesting an option for a community to "opt out" of such a program.

**It was moved by Brian Folb, seconded by Charles Eberly, and CARRIED to approve the letter from the Central Hollywood Coalition to Councilmember Mitch O'Farrell regarding the opposition to the street vending ordinance. Unanimously approved.**

3. **Midnight Walk** - Eight (8) people formed two (2) groups from 12:00 to 3:00 a.m. for the 3/14/15 Midnight Walk. Morrison reported that while things are better, the middle of Hollywood Boulevard at Las Palmas is still a challenge for the LAPD. With such a large number of nightclubs closing at 2:00 a.m., the area continues to pose challenges to the neighborhood.

## **VII. Staff Reports**

- A. **Infographics** – Mariani reported that the reaction the Infographics mailing has been very positive. Requests for additional sets have been received. The charge will be \$4.00 per set to cover the printing costs.
- B. **CHC Bylaws – Section 5.2 (b) iii** – It was proposed that the that the term for Board members be amended to three (3) years with the first five (5) ending in 2016, second five (5) ending in 2017, and third five (5) ending in 2018.

**It was moved by Chase Gordon, seconded by Charles Eberly, and CARRIED to approve the bylaws change to allow for three classes of directors with staggered three year terms.**

As per the bylaws instructions, the members of the board drew straws in order to re-assign terms. Five were given terms ending February 2016, five for 2017 and five for 2018. The re-ordered terms are as follows:

First Name	Last Name	Term Expires
Carol	Massie	17
Fabio	Conti	18
Kitty	Gordillo	18
Elizabeth	McDonald	17
Charles	Eberly	18
Brian	Folb	16
Chase	Gordon	16
Bill	Humphrey	17
Melissa	Logan	17
Michael	Pogorzelski	18
Fred	Rosenthal	16
Arthur	Stroyman	17
Michael	Nourmand	16
David	Calabrese	16
Joyce	Williams-Maxwell	18

- C. Public Records Requests** – HPOA continues to work to respond to public records requests initiative by Mr. Adrian Riskin.
- D. Promise Zone** – Mariani reported that he recently attended a follow up meeting to the Choice Neighborhood Grant charrette. Mariani explained that the results from the charrette were shared with those in attendance and that they appeared to be rather skewed, as the majority of respondents were senior citizens and that it did not represent the diverse demographic mixture of people found living and working in Hollywood. Mariani said he would try and contact McCormick Barron Salazar (MBS) who are co-authoring the plan with YPI, to see if there is a meeting that can occur between them and both boards so that the CHC and HPOA can contribute their thoughts to the plan before it is submitted for grant consideration.
- E. IDA Conference** – Mariani encouraged Board member to attend IDA conference in San Francisco from September 30 thru October 2, 2015. It is a valuable experience to meet people from BIDS all over the world.

## **VII. Next Meeting**

Tuesday, April 13, 2015 at 4:00 p.m.

## **VIII. Adjourn**

The meeting was adjourned at 6:07 p.m.